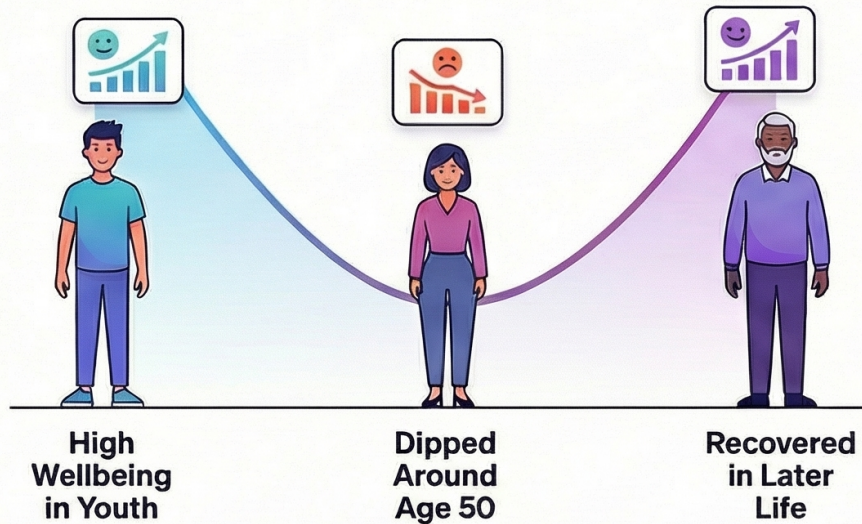


# The U-Shape Has Vanished: Europe's New Age & Wellbeing Landscape

## The Old Reality: The Universal U-Shape (Pre-2020)

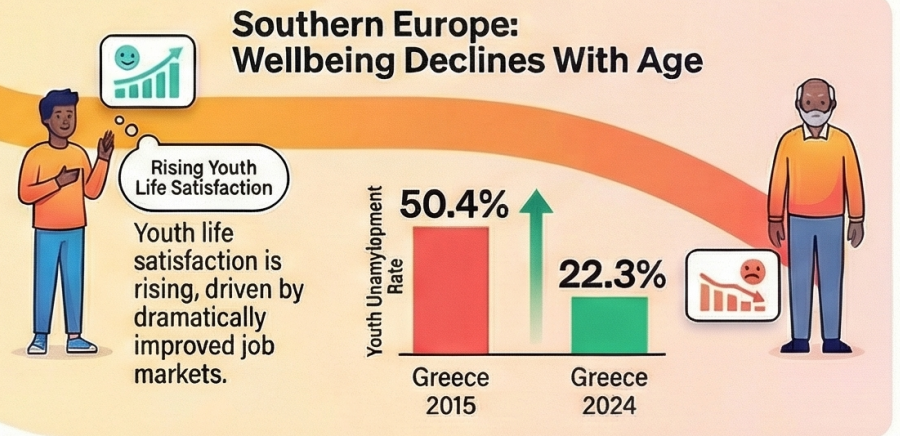


Wellbeing was high in youth, dipped around age 50, then recovered in later life.

This model shaped wellbeing strategies for decades. Organizations focused interventions on midlife employees, who were seen as most at risk.



## The New Reality: Two Divergent European Paths (2020-2024)



**Organizational strategies must now be age- and region-specific.**

A "one-size-fits-all" approach to employee wellbeing is no longer effective.